

MINUTES OF THE MEETING OF
THE TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT
CORPORATION

THE STATE OF TEXAS

COUNTY OF BEXAR

TOWN OF HOLLYWOOD PARK ECONOMIC DEVELOPMENT CORPORATION

On this 27th day of February, 2014, the Board of Directors (The Board) of the Town of Hollywood Park Economic Development Corporation (the Corporation) convened at 5:00 PM at the Town of Hollywood park City Hall, #2 Mecca Drive, Hollywood Park, Texas with the following members present and in attendance:

President Brent Lane, Secretary John F. Dini, Directors Mike Drewry, Scott Farrimond, Stu Werner and Phillip Wilberg

Thus constituting a majority of the persons appointed to the Board and a quorum for the transaction of business; and notice of such meeting having been duly given in accordance with the provisions Section 12 of the developmental Corporation Act of 1979, as amended, Texas Revised Civil Statutes Annotated Article 5190.6 (the Act). Also in attendance were Mayor Daniel Ortega, Janice Alamia — City Secretary, Harry B. Adams — EDC Attorney, and Adelina Mardegain — City Finance Director.

President Lane called the meeting to order at 5:33 PM.

Motion: Werner, to approve the Minutes of the December and January meetings, second Farrimond. Approved 5-0

Motion: Dini, to approve the finance report as presented by the City Finance Director, second Farrimond. Approved 5-0

Citizen comments: Leah Polombo presented pictures of presumed code violations. President Lane and the City attorney advised that code enforcement was the responsibility of the City Council.

Tonya Cummings presented suggestions for new deer warning signage, and discussed its implications for public safety. The EDC agreed to consider deer signage as part of the new signs being considered for the town under the branding initiative.

CM Steve Phillips: asked that the EDC expedite the branding program.

Karen Wahl discussed an article in the Sparks for the March conservation fair.

Mary Uhlig (Dublin & Associates) and Justin Moore (HP Bicycle club) reviewed Texas Creative proposal, including signage for bicycle routes. Discussion of street signage. Including signs regarding the tree trimming ordinance.

The EDC directed Texas Creative to obtain pricing for street signs with decorative bases as an option. Texas Creative was also directed to obtain pricing for an EDC table banner, car window decals, pole banners and branded apparel.

The City Secretary will register the new logo as a trademark with the Texas Secretary of State.

President Lane will discuss acceptable mounting of pole banners with CPS.

President Lane asked for an ad hoc subcommittee to meet with Texas Creative and city staff about integrating the EDC website with the town's. Lane, Dini, and Drewry volunteered for the subcommittee.

Motion: Werner, to allocate up to \$500 for EDC shirts and business cards featuring the new branding logo. Dini second. Approved 5-0

Town hall signage. The base design for the digital sign was discussed. Several members favored shaping the sign to conform with the new street signs.

Motion: Dini, to allocate \$1,000 for purchase of 420 bags of mulch purchase to be distributed at the Conservation Fair March 29th. Wilberg second. approved 5-0

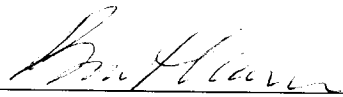
Motion: Wilberg, to allocate \$1,000 for post cards and promotional materials for the fair and branding initiative. Werner second. Approved 5-0.

Motion: Werner, to allocate up to \$2,500 for shirts, hats, decals and other promotional materials for the branding program, including possible sale to the citizens. Wilberg second. Approved 5-0

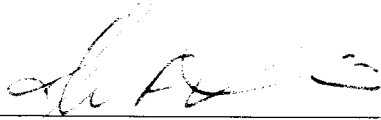
Motion: Dini, to allocate up to \$500 for a xeriscaping demonstration project at Voigt Center in support of the Conservation Fair. Werner second. Approved 5-0

There being no further business, the meeting was adjourned at 7:18 PM.

MINUTES APPROVED this 21 day of May, 2014.



President



Secretary